

Tobacco Revenue, Use, Spending and Tracking Commission (TRUST)
Bureau of Tobacco and Chronic Disease (BTCD)

October 28, 2013

Arizona Department of Health Services
150 N. 18th Avenue, Room 415B
Phoenix, AZ 85007

MINUTES

Members Present:

Matt Madonna
Bill Pfeifer
Ron Spark
Dana Russell
Kelly Hsu

Edmundo Hidalgo
Dana Russell
Sharlene Bozack
Kelly Grose

Members Absent:

Tawanda Johnson-Gray
Scott Leischow

ADHS Staff:

Ben Palmer, ADHS BTCD
Courtney Ward, ADHS BTCD
Karen Boswell, ADHS BTCD
David Heath, ADHS BTCD
Heather McAlister, ADHS BTCD

Anna Alonozo ADHS BTCD
Wayne Tormala, ADHS BTCD
Sharon Jaycox, ADHS BTCD
Diane Burkett, ADHS BTCD
Myrna Motta, ADHS BTCD

Public Attendee:

Anthony Forschino –ADOR
Christian Stumpf – ALA
Erika Mansur – AGO

Robert Bray – ADOR
Brian Hummell – ACS CAN

Call to Order

Chairman Bill Pfeifer called the meeting to order at 10:03 a.m.

Approval of Minutes

Mr. Pfeifer asked for any final comments for the minutes dated 5-3-2013. None were received. Mr. Madonna motioned for approval of the minutes. Sharlene Bozack seconded. Minutes were approved.

Introductions

Mr. Pfeifer asked the TRUST, ADHS staff and public attendees to introduce themselves with their name and affiliation.

Nominating Committee

TRUST nominating Chair, Sharlene Bozack, reported that there will be more information on recruitments at the next meeting. The committee is made up of the following members: Scott Leischow, Sharlene Bozack, and Tawanda Johnson-Gray.

Financial Update

Karen Boswell presented on BTCD financials. Highlights from this presentation are outlined below:

- All monies are staying steady with no drop in any program areas.
- Ms. Boswell provided an update on Prop 303 and Prop 200 funds and how funds are allocated.
- It was discussed that at the next meeting a review of CDC dollars could be presented to the TRUST as an informational presentation.

Tobacco Update

Courtney Ward presented on Tobacco Program updates. Highlights from this presentation are presented below:

- **The FDA/SYNAR/AG Merge:**
 - **Problem:** Due to similar objectives across three programs, inefficiencies due duplication of resources and efforts crease waste and reduce capacity. These inefficiencies limit the potential effectiveness in reducing illegal sales across AZ.
 - **Solution:** All three programs administered under the auspices of ADHS BTCD to create a comprehensive tobacco surveillance and enforcement program that operates from a single mission and common strategic actions.
- **Updates:**
 - BTCD conducted and completed SYNAR sampling and planning phase for FY14 SYNAR report
 - BTCD conducted and completed SYNAR data report for FY14
 - FDA staff moved to BTCD in July 2013
- **Next Steps:**
 - Hire new two new FDA officers
 - Transition SYNAR responsibilities to FDA team
 - Contract changes with SAMHSA
 - Complete new data system

AHCCCS Update

- Secured Federal Financial Participation (FFP)
 - CMS allows administrative Quitline expenditures for reimbursement at a 50% matching rate.
- Arizona is the 10th state in the nation to receive the FFP match
- Claim can be retroactive to date of issuance; June, 2011.
- AHCCCS Methodology for reimbursement for the FFP was explained.

Public/Private Partnership:

- Convened Stakeholder Meeting on July 24, 2013
 - Educational opportunity for public and private partners: 11 national and International brokers invited and 6 insurers invited
 - Data driven – shared assessment data and information on ASHLine
- Meeting with invitees one on one to discuss collaboration and partnerships

CDC Sustainability Workshop Recap:

- Focus on Domains for 1) Partnerships 2) Evaluation and 3) Communication
- Create an Action Plan
 - Create SMART Objectives for each Domain with activities to achieve objective, responsible parties and deadlines
 - To be completed by end of November 2013
- Prep for next CDC FOA: to be released at the end of calendar year 2013

Attorney General

Erika Mansur presented on the Tobacco Retailer Registry proposal. Highlights from this presentation are presented below:

- Arizona is one of a small minority of states that does not have retail tobacco licensing.
- Without a comprehensive list of tobacco retailers, comprehensive enforcement and policy efforts become very difficult.
 - ADHS houses several programs that regulate the retail environment (SYNAR and FDA contract).
 - The common barrier for all programs is the lack of a complete, accurate list of every state retailer.
 - List assembly is an ongoing process between DHS, DOR and AGO which drains time and resources to keep updated.
- In Arizona any business with a TPT license may sell properly stamped cigarettes. Examples include tire shops, furniture stores, take-out restaurants and beauty salons.
- Creating a tobacco retail registry as an alternative to licensing would be a neutral solution for tobacco enforcement efforts
 - Any retailer who sells tobacco products of any kind, including e-cigarettes, must register annually with DHS.
 - There will be no fee, tax, or additional cost for inclusion in the Registry.
 - Information would be collected using an online form that would be connected to an enforcement database.
 - Valuable enforcement information would be collected, including the address and mailing address for the business, the owner, and the agent for service of process for the business
 - Businesses would indicate whether they claim an exemption to the Smokefree Arizona laws
 - While there would be no fee to register, there would be progressive civil fines and criminal penalties associated with failure to register.
- Current tobacco programs that would benefit from the registry would be:
 - Smokefree AZ, SYNAR Compliance, FDA tobacco inspection program, State enforcement program, County retail outreach and education programs, Department of Revenue tobacco enforcement, Attorney General's Office tobacco enforcement and AHCCCS.
- Commissioner Matt Madonna made a motion to be presented to ADHS Director that ADHS be the primary organization for creating and managing a tobacco retailer registry. The motion was seconded by Commissioner Rob Spark and approved by all Commissioners.

Chronic Disease Update

Anna Alonzo and David Heath presented on Chronic Disease Updates. Highlights from this presentation are presented below:

- Anna gave a brief update on chronic disease efforts and an update on the new CDC grant that was awarded to ADHS.
- Stroke Program Manager, David Heath, gave a multi-year review of projects supporting the development of a stroke system of care in AZ.
- Stroke Statistics:
 - 1 out 15 deaths in US due to Stroke
 - Stroke is the 4th leading of death in the US and the 2nd leading cause of death globally
 - Leading cause of long term disability
 - Annual cost is \$58 billion/year nationally

- More than 46 hospitalizations in Arizona each day are due to stroke
- 10,000 Ischemic Strokes Annually in Arizona
- Stroke causes more than 2,000 deaths in Arizona per year
- The average AZ hospital charges per patient in 2011 was \$46,320
- ADHS supported initiatives are the Stroke Telemedicine (telestroke), Stroke Center Development and Stroke Quality of Care (Get with the Guidelines – Stroke).
- Funded STAAR project in 2009: Objectives:
 - To provide communities access to specialized stroke care
 - To expand the use of advanced technology to all parts of the state
 - To assist rural communities to improve the infrastructure to assess, diagnose, and treat individuals who are having a stroke in order to improve their outcomes
 - “Hub and Spoke” model with Mayo Hospital acting as the hub, and rural hospitals being the spokes.
- Initial grant funded organizations by 2010 were: Yuma Regional Medical Center, Kingman Regional Medical Center, La Paz Regional Hospital, Copper Queen Community Hospital, Verde Valley Medical Center, Flagstaff Medical Center and Maricopa Integrated Health System.
- A Primary Stroke Center (PSC) includes: 24/7 Acute Stroke Teams, Stroke Unit, Written care protocols, Integrated emergency response system, 24/7 CT/Lab/Cardiac studies, Administrative support, Strong leadership/medical director and Continuing education.
- ADHS supported PSC creation through its funding and support of: Formation of the AZ CVD Coalition, Support to Phoenix Stroke Initiative, Stroke Awareness Education Campaigns and Promulgation of the Get With the Guidelines - Stroke Quality Improvement Program.
- Get With the Guidelines – Stroke
 - 3 year project – just finished year 2
 - Multi-partner project involving:
 - 28 AZ hospitals
 - American Heart Association/American Stroke Association,
 - and independent healthcare quality improvement organizations (currently Health Services Advisory Group)
- Get With The Guidelines®-Stroke is an in-hospital program for improving stroke care by promoting consistent adherence to the latest scientific treatment guidelines. Since its initiation in 2003, 1,656 hospitals have entered more than two million patient records into the Get With The Guidelines-Stroke database. Numerous published studies demonstrate the program's success in achieving measurable patient outcome improvements.
- Program Objectives:
 - To implement a guidelines-based quality improvement program that focuses on secondary prevention to help reduce deaths and the risk of recurrent heart attack and strokes in patients with coronary and other vascular diseases
 - To provide a multi-faceted program which provides education for healthcare professionals and recognition to hospitals, meetings, and maintaining high standards of care
 - Year 1 had 22 participating hospitals and Unique tri-partnership with the AHA, state Quality Improvement Organizations, and ADHS
 - Target Stroke - *The goal of Target: Stroke is to achieve DTN times of 60 minutes or less in at least 50% of eligible patients*
- Education and Training Grant Requirements:
 - Annual Stroke-centric workshop

- Topics derived from participating hospitals in two areas:
- Stroke topics of interest – latest trials, imaging techniques, system and policy changes...etc
- Stroke data extracts resulting in targeted best-practice sharing
- 50% of agenda MUST contain performance improvement topics targeting low-performance areas.
- Mr. Heath recognized Ron Lumas from the American Heart Association and valued partner in the stroke initiatives.

Marketing Update

Benjamin Palmer presented on the Marketing updates. Highlights from this presentation are presented below:

ASHLine:

- ASHLine Re-engagement Proposal:
 - Assess and segment existing ASHLine database
 - Craft initial email opt-in campaign by segment
 - Promote new ASHLine quit tools
 - Design individual conversion plans for each segment
 - Move users along the cessation continuum
- Mr. Palmer showcased and discussed the redesign of www.ASHLine.org

Project Quit:

- Mr. Palmer showcased and presented analytics on BTCD latest cessation marketing campaign Project Quit.
 - Phase II of Project Quit will include: 120-day check in with Eric, Diane and Johnny/Sharla to discuss where are they / how are they doing on their Quit Journey. Content will be captured via web cams and BTCD will produce three :60 video follow-up.
 - Follow-up will be posted on ProjectQuitAZ.com and AZDHS Facebook tab page
- Other campaign objectives include:
 - Immersion into the B2B community to align with and support the new ASHLine framework
 - Broaden audience through engagement activities
 - Activate Project Quit in neighborhoods and communities
 - Leverage Project Quit to create a marketing program that reaches communities like LGBTQ and behavioral healthcare audiences
- ProjectQuit.com will be getting updates to include:
 - Integrate Branded 1-800-55-66-222 in All Content
 - Increase Views of Onsite Heath-Related Content
 - Increase Audience Engagement
 - Design Marketing Analytics Framework
- Project Quit will be developing an Outreach plan to include a “mobile experience” to capture personal stories in across the state. The mobile experience will include:
 - Self-contained unit used to motivate, empower and raise awareness of Project Quit
 - Physically scalable
 - Interviews and sound bites from smokers, former smokers and nonsmokers
 - Leverage New Year’s Resolutions for official launch, e.g. Tempe New Year’s Eve Block Party
 - Curate content for distribution via social platforms
 - Serves as a recruitment station for PQ Phase 2
 - Schedule with partners, stakeholders, employers
 - Promote appearance ahead of time

- “Meet a Quit Coach” table
- Download Call it Quits app
- T-shirt giveaway for Project Quit members
- Promote Statewide Quit Contest
- Launch on New Year’s Eve

CIGNAL:

- Mr. Palmer showcased the new CIGNAL TV spots and discussed analytics and revisions to be made to the www.thecignal.com
- Outreach elements for the CIGNAL are in development. The CIGNAL hopes to partner with the Arizona Restaurant Association, trade schools such as Universal Technical Institute and the Arizona Mining Associations. All partners are “blue collar” professions where tobacco prevalence is quite high.

Prevention – STAND

- Mr. Palmer reviewed FY13 STAND initiatives which included trainings, outreach events, and the summer conference. Mr. Palmer also reviewed www.standaz.com web analytics and proposed efforts for FY14.

Secondhand Smoke (SHS) Update: Mr. Wayne Tormala gave a brief update on the SHS campaign. ADHS did an RFP and received proposals. Reviews are occurring per ADHS protocol. There should have been an update for the next TRUST meeting on proposed ideas and direction for the campaign.

Closing Remarks

Dr. Spark expressed his support and excitement for the tobacco retailer registry. He also stated that looking at what can be done, in terms of evidence based protocols, for schools to get youth more engaged needs to be explored.

Dr. Hsu expressed that information regarding secondhand smoke (SHS) targeting men in the APIA community needs to be developed as they are the primary tobacco users in this community. APIA men have a tendency to not listen to the women in their culture so messaging the harmful effects of SHS and children may be successful within this population.

Bill Pfeifer announced that he will be stepping down as Chair for the TRUST as soon as the nominating committee has established new Commissioners to join the TRUST.

Public Speaking Comments

None

Meeting Adjourned at 1:43 pm

The TRUST Commission is a public meeting. In compliance with the State of Arizona’s open meetings laws, the recorded minutes for the October 2013 TRUST Commission meeting are available to the public three working days after the meeting. Please contact the TRUST Coordinator at the Bureau of Tobacco and Chronic Disease, 602-542-2075, to make arrangements to obtain the minutes.